JAP-A-LAC

"Who Said Jap-A-Lac?"

FOR BEAUTIFYING THE HOME

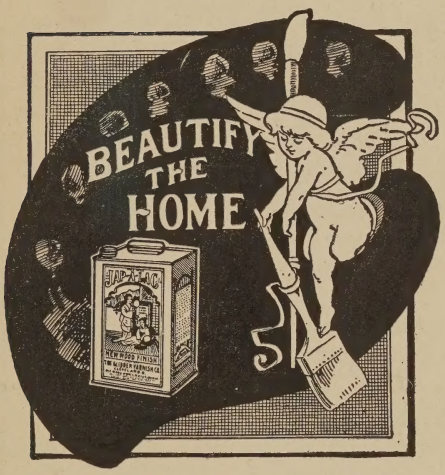
CORDAY & GROSS-CLEVELAND

JAP-A-LAC

REGISTERED

"WEARS LIKE IRON"

The Home Beautifier



INSIST ON
JAP-A-LAC
TAKE NO
SUBSTITUTE

THE GLIDDEN
VARNISH CO.
Makers of High Grade Varnishes
CLEVELAND, OHIO

WARNING

Some dealers who do not carry Jap-a-lac in stock may say they have something "just as good." There is *NOTHING* half so good as Jap-a-lac. If your dealer does not keep Jap-a-lac send to us for it. We will prepay express charges to any express office in the United States on all orders for 75 cents (or over) at the prices shown below. Our regular packages cannot be sent by mail.

PRICES

Five gallon can – – per gal.	$2.40
Covers 1500 square feet, two coats	
NOTE:—Only the Natural Jap-a-lac is put up in 5 gal. cans	
One gallon can (each) –	2.50
Covers 300 square feet, two coats	
One-half gallon can (each) –	1.35
Covers 150 square feet, two coats	
Quart can (each) – –	.75
Covers 75 square feet, two coats	
Pint can (each) – –	.40
Covers 38 square feet, two coats	
One-half pint can (each) –	.25
Covers 18 square feet, two coats	
One-quarter pint can (each) –	.15
Covers 9 square feet, two coats	

The above prices apply to sales in the United States only. All colors are the same price.

To find the area of any surface, multiply the length by the breadth (in feet). The result will be the number of square feet of surface.

TERMS

All orders must be accompanied by remittance: either Draft, Currency, Postage or Money order; preferably the latter. When so accompanied we prepay express charges as stated above. Always give name of nearest express office (town and county) and name of express company.

JAP-A-LAC—THE ORIGINAL

Beware of Imitations and Substitutes

JAP-A-LAC is a liquid preparation for varnishing or finishing new or old wood or metal work.

It is especially adapted for hard wood or soft wood floors, interior woodwork, and can be used successfully in many other ways, such as for refinishing front doors, furniture, carriages, oil cloth, wire screens, iron fences, radiators, etc.

It covers all mars, scratches or disfigurements and produces a durable, smooth, brilliant, hard and elastic finish.

It stains and varnishes by one application and is not affected by hot or cold water or by soap and water.

It is made in many different and popular colors.

It is applied with an ordinary paint brush and good results are easily obtained by an inexperienced person.

It is better than other finishes used for the same purpose because it contains more pure linseed oil, which is the true life of all paints and varnishes. By our process of oxydizing linseed oil we have succeeded in producing a varnish which contains more oil than has ever before been used, and at the same time a reasonably quick-drying article of great durability.

The cost of Jap-a-lac is very low in comparison with its great utility.

IN THE FRONT OF THIS BOOKLET WILL BE FOUND PRICES, AND IN THE BACK PART COVERING PROPERTIES AND INSTRUCTIONS FOR USING

FLOORS
It is the best and most durable finish ever used on either hard or soft wood floors

THE SANITARY advantages of finished floors over carpeted floors are becoming more and more apparent.

Carpets are an abiding place for dirt, no matter with what care they are swept. You have only to look back to the last time you took up a carpet for house cleaning, to acknowledge this.

Where there is dirt there are disease germs, which in time are sure to endanger the health of the family.

A finished floor does away with all this danger.

Then, too, on the score of time and labor saved, a finished wood floor is preferable to a carpeted floor. No one likes to be everlastingly sweeping carpets, day in and day out throughout the year.

Jap-a-lac will save much time and labor in housework.

A floor finished with Jap-a-lac is easy to keep clean by simply wiping it with a damp cloth to remove the dust.

This finish will not show heel marks or wear white.

Beware of Imitations and Substitutes

DID YOU ever notice the air of refinement which a nicely finished wood floor gives to a room? Think over a list of the homes you admire and the chances are that the rooms which have seemed to you the most beautiful have finished wood floors.

A beautifully finished floor with a few rugs artistically arranged will take away the close, stuffy appearance which a carpet gives to a room.

In supplying a suitable floor varnish, or finish, the popular demand has been for an article that could be easily applied, that could be used for either new or old hard wood or soft wood floors, dry hard and yet sufficiently elastic not to crumble under the severe uses to which it is subjected.

Jap-a-lac fills this want better, we believe, than any other finish on the market.

The proper treatment of floors is a perplexing question, and the dissatisfaction expressed on this subject is often due to lack of information.

JAP-A-LAC—THE ORIGINAL

SPECIAL NOTICE

WHEN used on Furniture with which the clothing comes in contact, the Dead Black Jap-a-lac should be rubbed lightly (after it is thoroughly dry) with a soft flannel cloth, to remove any of the coloring matter the wood failed to absorb.

Jap-a-lac does not disappoint. Once used it is always preferred.

DEAR SIRS:—The can of Oak JAP-A-LAC I received from you is without doubt the best Floor Varnish I know of, and I have used all colors and find them the very best for doing over old or new furniture.

Respectfully,
J. A. LAWSON,
Wilkesbarre, Pa.

FRONT DOORS

Weather beaten doors look like new when coated with Jap-a-lac. It resists the sun and moisture

The many other uses to which Jap-a-lac can be put are worthy of mention.

Our Colored Jap-a-lac can be used with splendid results in many places around public buildings, hotels and homes, where the old finish on the wood-work has perished.

For instance: on the wainscoting, or mop-boards of bath-rooms, kitchens, laundries, toilet rooms, etc.

Beware of Imitations and Substitutes

BEING of a durable nature, it can also be used on window sills and outside front doors. It covers up all mars and disfigurements and produces a smooth, brilliant, durable finish, and has the same effect on the wood-work that polish has on an old pair of shoes.

In using our Colored Jap-a-lac we always recommend you to use the color nearest that of the old finish, unless you are desirous of changing the color, which can be done by first applying the ground color, allowing it to dry hard and applying the color of Jap-a-lac desired.

Jap-a-lac can be applied by an inexperienced person, in the same manner as paint or varnish.

We recommend, however, that the wood-work be washed thoroughly and allowed to dry before applying the Jap-a-lac.

Our Natural or Clear Jap-a-lac is unexcelled for finishing *new* interior wood-work.

It is transparent and light in color, dries hard, and always remains elastic, consequently will never crack nor crumble, and being the most durable floor varnish, or finish, ever produced, it will naturally make the best possible finish for all kinds of interior wood-work. Architects who have the interests of their clients at heart should specify and insist upon having Natural Jap-a-lac used, not only on floors, but also on all kinds of wood-work, for it dries with a soft, beautiful lustre, characteristic only of this varnish.

Should a velvet or egg-shell finish be preferred, it may be produced by rubbing down the last coat of Jap-a-lac with powdered pumice-stone and water. This makes practically an indestructible finish.

"It wears like iron."

GENTLEMEN:—Upon request I received from your firm sample can of your Jap-a-lac Floor Finish, and have delayed acknowledgment of same this late, in order that I might satisfy myself as to its application on the floor I purposed using it; and now am pleased to say that my expectations were more than realized. I can better understand the persistency of your advertising, especially as regards Jap-a-lac. From my short experience with Jap-a-lac Floor Finish I am more than convinced that of all floor finishes it is *the one.* Thanking you for your kind favor, I am,

Respectfully, FREDERICK F. HODGES,
Senior member of the firm of Hodges & Hodges,
Architects, Cleveland, Ohio.

JAP-A-LAC—THE ORIGINAL

IRON FENCES

Wire Screens, Radiators, Registers, Water Pipes, Hot Water Tanks, etc., coated with Brilliant Black Jap-a-lac always look well

HAVE YOU ever noticed how quickly the wires in your screens break through? Rust is responsible for a great deal of this trouble. Give your screens a coat of Brilliant Black Jap-a-lac and it will improve their appearance and make them last many months longer.

When so used, it should be thinned 1-3 to 1-2 with pure Turpentine.

Mahogany, Cherry or Walnut Jap-a-lac used on the frames will make them look as good as new.

Oak, Mahogany or Walnut are used perhaps more than any others for renewing old furniture.

The Green finish which is so popular now-a-days is produced with our Malachite Green Jap-a-lac.

Any servant with ordinary intelligence can apply it.

The use of substitutes will always cause trouble.

GENTLEMEN:—I have used the sample can of JAP-A-LAC received from you a short time since, and am delighted with it. I wanted a little more to use at once, and so bought some of another make from one of our local dealers, but have been sorry ever since that I did not wait and order from you, as it does not compare with JAP-A-LAC.

I enclose order for JAP-A-LAC, and hand you Money Order in payment.

Respectfully,
E. A. GLADWIN,
150 Lincoln St., Middletown, Conn.

Beware of Imitations and Substitutes

HAVE JAP-A-LAC used on the woodwork around the sink, on the refrigerator, water pipes, hot water tanks, etc.

Jap-a-lac resists moisture, is easily kept clean, and gives a durable and beautiful finish.

Jap-a-lac will not mend holes but if your oil cloth or linoleum is not too much worn it will pay you to renew the finish with Jap-a-lac. It will produce a handsome, brilliant finish and make your oil cloth or linoleum last much longer.

A coat of Natural Jap-a-lac applied to new oil cloth will double its life.

Ask your friends if they have ever used Jap-a-lac. If they have, we are certain they will recommend it.

GENTLEMEN:—The sample can of Dead Black JAP-A-LAC is received. To say I am pleased with it fails utterly to express my satisfaction. It gives a perfect Flemish Oak finish and a child could apply it. Enclosed find stamps, for which please send me Mahogany and Natural Jap-a-lac.

Yours truly,
MRS. THOS. W. MOFFITT,
Deadwood, S. D.

Once used, always used.

JAP-A-LAC will do all that is claimed for it. Last spring I used it on some old furniture with great success, making it look like new with very little work. It dries so quickly too, you don't have to wait.

MRS. A. W. BEALE,
St. Joseph, Mo.

LINOLEUM

and Oil Cloths finished with Jap-a-lac look better than new and resist soap and water, thereby promoting the life of same

JAP-A-LAC—THE ORIGINAL

COUNTER TOPS
and Tables coated with Jap-a-lac are renewed with a lasting and durable finish

JAP-A-LAC is beyond a doubt the most durable floor finish on the market and it is the best reviver of old wood-work ever offered. We offer this letter in proof of this statement.

JAP-A-LAC refurnished my home. Dining room chairs, sideboard and table were changed to a fashionable shade of oak. The parlor furniture became massive mahogany pieces. Discarded picture frames became things of beauty under the magic of ivory and green JAP-A-LAC, and my charming white and yellow room, containing bedroom suite, chiffonier, table, rocker and camp chairs, owes its beauty chiefly to JAP-A-LAC. The malachite green and ox-blood red are fine for porch chairs. Five dollars' worth will do it all.

MRS. N. E. COCHRANE,
Rea, Mich.

Another:

JAP-A-LAC is not a luxury, but is a necessity, if one must have the home beautiful.

MISS C. ROSENGARTEN,
408 West 150th St., N. Y. City.

We had a very dilapidated looking old chair. We sent for a sample can of Mahogany JAP-A-LAC and it made it look like new.

STELLA RICHARDSON,
Minneapolis, Minn.

Directions for Obtaining Beautiful Tinted Enamels

PALE BLUE—Mix thoroughly one pint Gloss White, one-quarter pint Empire Blue.

SHELL PINK—Mix thoroughly one pint Gloss White, one-quarter pint Ox-Blood Red.

PALE GREEN—Mix thoroughly one pint Gloss White, one-quarter pint Malachite Green.

Other shades may be produced by using the Gloss White as a base, adding the other colors to suit.

For White Enameling, better results are obtained by using the Flat White for under-coats, as its use produces a smooth, flat surface for the finishing coat of Gloss White. This also applies to the use of the Tinted Enamels.

Beware of Imitations and Substitutes

PERHAPS you have some wicker furniture which is beginning to look soiled. Children's hands are not always clean, you know, and of course, they rub them first on just the things that show dirt the quickest.

Jap-a-lac it, and if you would like something novel and very popular, use Ox-Blood Red, Malachite Green or Mahogany.

It works wonders.

My experience with JAP-A-LAC has been so thoroughly satisfactory that I am only too glad to speak of it. Our furniture was in storage for two years, and in transportation was considerably marred. We put JAP-A-LAC on it and the result was simply marvelous.

MINNIE M. JENKS,
Washington, D. C.

IMPORTANT SUGGESTIONS

NEW FLOORS

The best woods to use for new floors are the following: Maple, Oak (straight or quartered), Parquetry Flooring, Riftsawed Southern Pine, Cherry and Birch. All of these woods are of hard nature and can be finished in beautiful effects.

In laying new floors we recommend the use of Asbestos Paper between the rough floor and the top floor, for it deadens the sound, absorbs moisture, makes the floor as near dust-proof as possible, and is also more or less fire-proof.

The floor boards should not be over 2½ inches wide, which reduces the shrinkage to a minimum, and they should be tongued, grooved and thoroughly dried before being laid.

WICKER FURNITURE
coated with Mahogany, Ox-blood Red, Gloss White or Malachite Green Jap-a-lac looks better than new

JAP-A-LAC—THE ORIGINAL

CARE should be taken to protect new floors from disfigurements before they are finished, by covering them with paper or cloth. Should the floors become soiled, clean with Ivory soap and water, and remove any stains with fine sandpaper. Do not use strong soaps, lye, potash, borax, etc.

PORCH FURNITURE
coated with Jap-a-lac is renewed and beautified and a lasting and durable finish is obtained

The number of coats of Jap-a-lac necessary to finish a new floor is of the utmost importance, and our experience teaches us that on Oak (filled), Maple, Birch, Cherry and Southern Pine, two coats of varnish give the best results, but it is well to give the floor another light coat in about six months. After having done so, you will find it will not be necessary to re-dress or finish your floors more than once a year, and if they do not get much wear or service, they can go longer, but it is well to watch the finish on your floor, and not let it wear off so as to allow the wood under it to become disfigured. This is of great importance and is so often neglected.

By keeping the floor well covered with Jap-a-lac Finish, it preserves the natural beauty of the wood, and floors thus treated will look well and last a lifetime.

INSTRUCTIONS FOR FINISHING NEW HARD WOOD FLOORS

Oak and Parquetry Flooring, being open-grain woods, should first be filled with a good Silex Paste Filler, so that the pores of the wood are stuffed perfectly before applying the finish.

Silex Filler can be obtained at any Paint Store, and is put up in tin cans, in a thick paste form. We recommend the Adams & Elting Filler—which is made in Chicago—or the Wheeler Filler—which is made by the Bridgeport Wood Finishing Co. of Bridgeport, Conn. Both of these are standard grades of Paste Fillers and are usually kept in stock by all Paint Dealers.

The Filler should be thinned down with Turpentine to about the consistency of a varnish. After thinning same, add about one pint of the Natural or Clear JAP-A-LAC to a gallon of the mixture, and apply to the floor in the same manner as varnish or paint. After allowing it to set, or dry flat (which takes about fifteen or twenty minutes), it should be wiped off the surface of the floor with Tow or Fine Excelsior, rub-

bing same across the grain of the wood, stuffing up the pores completely, thus preventing the finishing coats of varnish from sinking into the pores. The floor should be wiped clean and allowed from twenty-four to forty-eight hours for the Filler to dry, or harden, before applying the first coat of varnish.

The Filler having been applied according to the foregoing directions, and being thoroughly dry, the surface should now be smoothed well with No. ½ Sandpaper, rubbing with the grain of the wood as much as possible, after which remove the dust thoroughly.

The Floor is now ready for the first coat of Varnish, and the best for this purpose is Natural JAP-A-LAC, which should be applied with a four or five inch flat bristle brush, varnishing the boards the way they run, and covering only four or five boards at a time, thus avoiding laps or brush marks.

The first coat should be brushed out thin, producing a foundation or surface for your finishing coats. After allowing the first coat about twenty-four hours to harden, sandpaper lightly with No. 0 Sandpaper in order to remove any rough places arising from dust or dirt settling in the varnish before it sets hard. After sandpapering same, dust carefully and apply another coat in the same manner as the first, although this coat may be put on a little heavier. If JAP-A-LAC is used, the last coat will dry with a beautiful, smooth, soft lustre, which is characteristic *only* of JAP-A-LAC.

TREATMENT OF OLD HARD WOOD FLOORS

Where the old finish on floors has worn off and disfigured the original beauty of the floor, it is well to engage the services of a practical hard wood finisher in order that he may remove all the old finish by scraping and sandpapering the floor to get it in a good condition for re-finishing.

Refrigerators, Kitchen Sinks, Wainscoting etc., finished with Jap-a-lac resist moisture, and are given a beautiful, durable finish

TURPENTINE will remove old wax from floors and Wood Alcohol will remove old varnish or shellac, but it is a hard and tedious job and should be done by an experienced hand.

After having cleaned the floor thoroughly, it should be treated in precisely the same manner as if you were finishing a new floor, method of which we have given on previous pages.

New pine and maple wood-work require no filler or other coating before applying Jap-a-lac. New oak and ash require a paste filler (for stuffing the pores of the wood) before applying Jap-a-lac.

Jap-a-lac can be used over surfaces which have been painted, but the transparent colors will not change the color of the previous finish unless two or three coats are used. The best method is to cover the old surface with a coat of Ground color Jap-a-lac and then use as a finish the desired color of Jap-a-lac.

Beautiful colored enamels can be produced by using the Gloss White Jap-a-lac as a base and the Green, Red or Blue as tinting colors. Use in the proportion of 1 pint of Gloss White to ¼ pint of the colors.

The woman was tired and discouraged,
She had been cleaning house all day;
And she found that some of the furniture
Looked ready to throw away.
"Use JAP-A-LAC," a neighbor said;
"It will work wonders for you."
She did and now that furniture
Looks just as good as new.

MARY E. GRAY,
Ironton, O.

CHANDELIERS

One coat of Dead Black Jap-a-lac applied on tarnished Chandeliers, Picture Frames, Fire Fronts, Lamps, Plate Racks, etc., produces the new artistic Black Wrought Iron finish which is so popular

Beware of Imitations and Substitutes

OLD CARRIAGES
coated with Brilliant Black Jap-a-lac are renewed and given new life

All the washing in the world will not make that old carriage look one-half so well as the application of a coat of brilliant black Jap-a-lac.

TREATMENT OF OLD SOFT WOOD FLOORS

Which are Disfigured with Knots, Stains, Cracks, Etc.

IF THE cracks look badly and require filling, we recommend the use of a filler made by the Grippen Mfg. Co. of Newark, N. Y. It is not absolutely necessary to fill up the cracks in an old floor, but of course the filling of them produces better results.

BEFORE finishing old floors, we recommend that the floors be washed thoroughly with Sapolio and water, in order to remove any grease or dirt which is removable, and allow the floors to dry. After the floors are in proper condition, apply a coat of our Ground color JAP-A-LAC over the entire floor. This coat is for a foundation coat and produces a uniform color on your floor, by covering up all the knots, stains and disfigurements. Should you find that one coat of the Ground color JAP-A-LAC does not cover thoroughly, allow the first coat thirty-six hours to dry and then apply another coat. After having allowed the last coat thirty-six hours to dry, you will have a perfect surface or foundation for your finishing coats. By the "finishing coats" we mean the final effect you are desirous of obtaining.

If you want an imitation of an Oak Hard Wood Floor, apply a coat of our Oak JAP-A-LAC over the Ground color JAP-A-LAC foundation coat and you will be surprised at the pleasing results thus obtained.

If you want a Mahogany effect, use the Mahogany JAP-A-LAC instead of the Oak.

The Ox-Blood Red, Malachite Green and Walnut JAP-A-LAC, used over the ground color foundation coat, make handsome floors.

JAP-A-LAC—THE ORIGINAL

AFTER TREATING your floors in this manner, we recommend a finishing coat of the Natural or Clear JAP-A-LAC, if you are desirous of obtaining an extra fine job. It will also give you the most durable finish which could possibly be put on a floor, and it is surprising how easily a floor of this kind is kept clean.

A MODEL FLOOR

One of the most practical and best finishes for an old, disfigured floor is obtained by using two coats of Ground color as a foundation and after allowing about thirty-six hours for each coat to thoroughly dry, apply a coat of Raw Sienna distemper color, which dries very quickly, and then use two coats of Natural Jap-a-lac as a finish, allowing sufficient time between coats for the Jap-a-lac to thoroughly dry. Explanation—The distemper color is handled by all paint dealers and costs about 15c. per lb. It comes in powdered form and should be reduced to the consistency of cream with a mixture of vinegar and water, and then applied with a graining comb made of either steel or leather. If a graining comb cannot be secured, use an ordinary comb. It is well to experiment on a small board, but the process is so simple that no special knowledge of painting is required. If you have the work done by a painter, see that our Ground color and Natural Jap-a-lac are used.

A FEW DON'TS

DON'T let your finish wear through to the wood by neglect. Floors which are used constantly should have a light coat of Natural or Clear JAP-A-LAC applied once in six months, or in a year, according to the wear to which they are subjected.

DON'T use strong alkali, such as potash, lye, ammonia, soda, borax, etc. For cleaning Floors use Ivory Soap and water, or better still, clean them with skimmed milk or paraffine oil. The latter makes a splendid dressing.

DON'T use JAP-A-LAC over shellaced floors without first removing the shellac, for shellac prevents the oil in the varnish from penetrating the wood, thus making a brittle finish

DON'T use shellac on floors, for it dries hard and eventually becomes brittle and crumbles, and is very hard to remove, while, on the other hand, JAP-A-LAC always remains elastic.

DON'T use JAP-A-LAC on a waxed floor without first removing all the wax with Turpentine, as Varnish will not dry over a wax or greasy surface.

DON'T revarnish a floor until you have first washed it thoroughly with Sapolio and water and allowed it to dry.

DON'T use wax on a floor, as it requires constant attention and makes a slippery and treacherous floor; it is only fit for ball-rooms.

DON'T let people talk you into using anything but JAP-A-LAC on your Floors.

DON'T forget to tell your friends about JAP-A-LAC after you have become acquainted with it.

NOTE:—We also put up our Natural or Clear Jap-a-lac in five-gallon sealed cans at $2.40 per gallon for the benefit of those desiring to use it in quantities.

We should prefer you to buy from retailers, but if you know of no dealer who sells this finish, we shall be pleased to fill your orders direct, and we will prepay express charges on orders for 75c. (or over) to any express office in the United States.

THE GLIDDEN VARNISH CO.
CLEVELAND, OHIO

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JAP-A-LAC
NEW WOOD FINISH
THE GLIDDEN VARNISH CO.